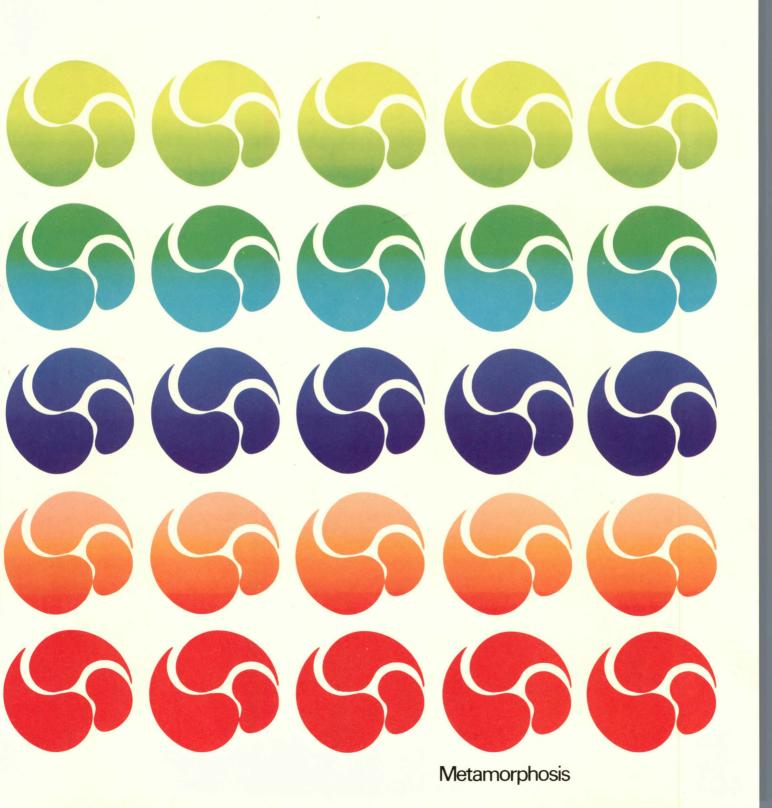
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THE FLORIDA ARCHITECT SEPTEMBER/OCTOBER 1973





The mouse that roared

Load/bearing masonry makes it to the top

Used to be, masonry was a mouse. Weak in tension and shear, fine for the low rise, just not up to high-rise specs. Until somebody started looking for a better way to build a wall, found it in reinforced concrete masonry, and wound up with a better way to build a high-rise. The process is simple.

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Robert L. Browne, AIA Memphis

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1973 ARCHITECTURAL



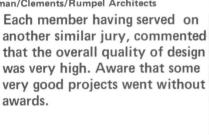
rida Christian Home Apartments/Jacksonville edman/Clements/Rumpel Architects



Professional Offices/Jacksonville William Morgan, AIA/Architect



Engle Residence/Boxborough, Mass. Robert Whitton, AIA/Architect





Dale Mabry Campus — Hillsborough Community College Robert Wielage, AIA & John J. McKenna, AIA/Associated Architects



Weld Beach House/Sarasota
Carl Abbott/Zoller-Abbott Architects



Walter Goodman Residence/Miami Charles Harrison Pawley, AIA/Architect



Barnett Bank of Ocala/Ocala Hal T. Reid, AIA/Architect



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|---|--|--|----------|---|
| BOCA Basic Building Code Uniform Building Code National Building Code Southern Standard Building Code ONE & TWO Family Dwelling Code 101 Life Safety Code | BOCA ICBO AInsur.A SBCC MCSC NFPA | \$10.60 12.20 3.00 9.75 7.00 2.00 | | ing Codes & dards |
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| Sign Codes | | | BOCA | Building Officials & Code Administrators International |
| Uniform Sign Code | ICBO | \$ 2.50 | | 1313 East 60th Street, Chicago, IL 60637 |
| Model Sign Control Ordinance Fire Codes | AIA | Free | ICBO | International Conference of Building Officials 5360 South Workman Mill Road, Whittier, CA 9060 AC 213-699-0541 |
| National Fire Code (10 volumes) 101 Life Safety Code Basic Fire Prevention Code | NFPA NFPA BOCA | \$40.00 2.00 7.00 | MCSC | Model Code Standlization Council This document can be purchased from either Alnsur.A, BOCA, ICBO or SBCC |
| Uniform Fire Code Standards | ICBO | 8.10 | NFPA | National Fire Protection Association 60 Batterymarch Street, Boston, MA 02110 AC 617-482-8755 |
| Uniform Building Code Standards ASTM Standards In Building Code NBS Index of US Voluntary Engrg. Standards ANSI Standards Catalog | ICBO ASTM NBS ANSI | \$22.50 24.50 \$ 9.00 Free | NBS | National Bureau of Standards — order index from Superintendent of Documents, U.S. Printing Offices Washington, DC 20402 Stock Number SD/No. C13.10: 329 |
| ASTM Standards Catalog NFPA Standards Catalog | ASTM NFPA | Free Free | PHCC | National Association of Plumbing, Heating & Cooling Contractors 1016 20th Street, NW, Washington, DC |
| Miscellaneous Fire Protection Handbook Standard for Mobile Home Parks Standard for Mobile Homes | NFPA NFPA NFPA | \$22.50 1.25 2.50 | SBCC | AC 202-331-1675 Southern Building Code Congress 3617 — 8th Avenue, Birmingham, AL 35222 AC 205-252-8930 |
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THE FLORIDA ARCHITECT

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5/73 Volume 23 Number 5

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The Florida Architect September October

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published bi-monthly at the Executive Office of the Association, 7100 N. Kendall Drive, Miami, Florida 33156. Telephone: 661-8947 (area code 305). Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be reprinted provided full credit is given to the author and to THE FLORIDA ARCHITECT and copy is sent to publisher's office. Controlled circulation postage paid at Miami, Florida. Single Copies, 75 cents, subscription, \$6.50 per year.

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The Florida Association of The American Institute of Architects 59th Annual Convention and Building Products Exhibit St. Petersburg Hilton Hotel St. Petersburg, Florida

November 1-4, 1973

The following members have been nominated to serve in the FAAIA offices indicated for 1974



James E. Ferguson, Jr., AIA Vice-President / President Elect (Florida South Chapter)



Nils M. Schweizer, FAIA Secretary (Mid-Florida Chapter)

The current Vice President, Frank R. Mudano, AIA will become President of FAAIA at the convention on November 4th.

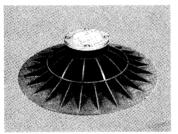
H. Leslie Walker, AIA, the current national AIA Regional Director continues in this position for an additional two years.



Arthur A. Frimet, AIA Treasurer (Broward County Chapter)

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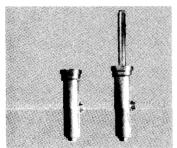
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Negroponte's description of the program is in the form of questions. Metomorphosis of practice? For the one year salary of a draftsman you can buy a computer and a display. Will this change the practice of architecture? Will this move the small office into frontiers previously manageable by only the largest firms? What do you need beyond a computer and a display.

NICHOLAS NEGROPONTE



The architect's concept of himself is influenced by the emotional and physical climate in his work setting: the norms operating in the firm; his social interactions with peers, authority figures and clients; his ability to influence others as well as to be influenced by others.

JOHN H. SUEHR



The use of cognitive and feeling imagery as a creative process can improve architectural design. The innovative architect will find, as he experiments with problem solving images, new perspectives on project objectives and methods.

WILLIAM HINDS



The entire subject of cost control is probably the most timely, troublesome and controversial problem area in today's A/E office. There are many people including Mr. Early who are convinced that the future role the Architect will play in the building process is going to depend to a large extent on how effectively the Profession is able to meet the tough cost control challenges found in today's marketplace.

W. COLE EARLY

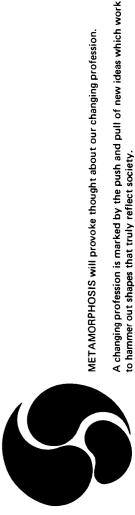


WOLF VON ECKARDT is the architecture critic and an editorial writer of The Washington Post.

In 1972, Von Eckardt received the Architecture Critic's Medal of the American Institute of Architects for "both a high level of architectural expertise and an acute sensitivity for the social needs that our environment must satisfy".

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PROGRAM

THURSDAY, November 1, 1973

7:45 a.m. - 1:00 p.m. 3rd Annual FAA Foundation Architects/Exhibitors Golf Tournament 10:00 a.m. - 6:00 p.m. Registration 10:00 a.m. - 3:30 p.m. Accreditation of Delegates 2:15 p.m. - 3:30 p.m. **FAAIA** Board of Directors meeting 3:45 p.m. - 5:30 p.m. **FAAIA Business Session** 6:30 p.m. Official Opening of Building Product Exhibits 6:30 p.m. - 8:30 p.m. Salute to Exhibitors - Festive Cocktail Party **Evening** On your own Hospitality Suites will be open

FRIDAY, November 2, 1973

| | , ioi | |
|--------------|------------|--|
| 8:30 a.m. – | 5:00 p.m. | Registration |
| 8:00 a.m. — | 9:30 a.m. | Complimentary Bloody Mary/Coffee & Danish — visit Building Product Exhibits (Convention Center) |
| 8:30 a.m. – | 3:00 p.m. | Balloting for FAAIA Officers |
| 9:45 a.m. — | 11:15 a.m. | Seminar A "Changes In Practice" Nicholas Negroponte Seminar B "Changes In Self" John H. Suehr |
| 11:30 a.m. – | 1:00 p.m. | Seminar A "Changes In Practice" Nicholas Negroponte Seminar B "Changes In Self" John H. Suehr |
| 1:00 p.m. – | 4:00 p.m. | Exhibitors Buffet Luncheon/Visit Building Product Exhibits |
| 4:15 p.m. – | 5:30 p.m. | Keynote Speaker — Wolf Von Eckardt |
| 6:30 p.m. – | 7:30 p.m. | Visit Building Product Exhibits — Complimentary Cocktail Party courtesy of St. Petersburg Hilton Hotel |
| 7:30 p.m. | | Awards Banquet Hospitality Suites |



PROGRAM

8:30 a.m. - 12:00 noon

1:00 p.m. - 3:30 p.m.

1:00 p.m. - 5:00 p.m.

3:45 p.m. - 5:00 p.m.

3:30 p.m.

6:30 p.m.

SATURDAY, November 3, 1973

| 12.00 | |
|------------------------|---|
| 8:30 a.m. — 10:00 a.m. | Complimentary Bloody Mary/Coffee & Danish — visit Building Product Exhibits (Convention Center) |
| 9:45 a.m. — 11:15 a.m. | Seminar C "Changes In Architecture" William C. Hinds Seminar D "Cost Control During Design" W. Cole Early |
| 11:30 a.m. — 1:00 p.m. | Seminar C "Changes In Architecture" William C. Hinds Seminar D "Cost Control During Design" W. Cole Early |

Exhibits

Exhibits Close

Registration

SUNDAY, November 4, 1973

10:00 a.m. FAAIA Business Section

Board of Directors meeting

Architects'-At-Home Parties

Official Adjournment of 59th Annual Convention

Exhibitors Buffet Luncheon/Visit Building Product

Seminar - Development of Regional Impact Report

Ladies Shopping Tour & Fashion Show



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| | Kingsport, Tennessee 37662 (615) 245-0211 Patterned Glass, Reflective Glass | 501 | Concrete Promotion Council of Florida, Inc. P.O. Box 160 | 903 | FAAIA Document Service |
| 602 | and Lighting Glass Bigelow-Sanford, Inc. Carpet Systems, Inc. | | Winter Park, Florida 32789 (305) 644-8279 Concrete and concrete products | 506 | Florida Central Chapter, AIA Women's Auxilary Sanford Goldman Memorial Fund |
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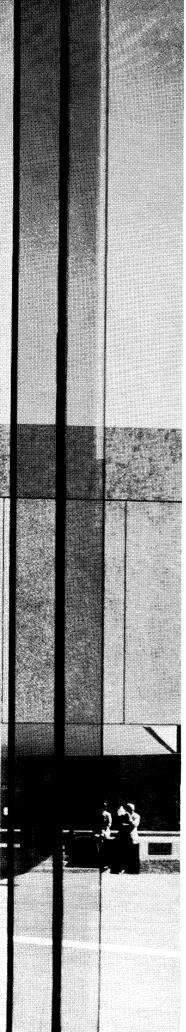
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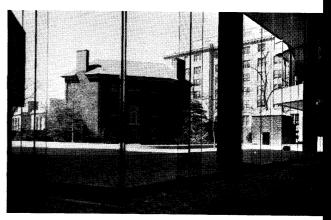








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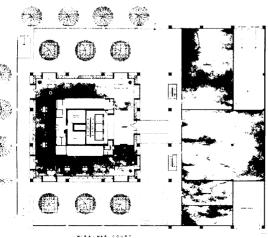


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First Federal Building/Sarasota Herbert H. Johnson and Associates, Inc.

Architect



Well related parking structure to main building and connecting plaza.

Honest simplicity of structural system and form. Well designed core.

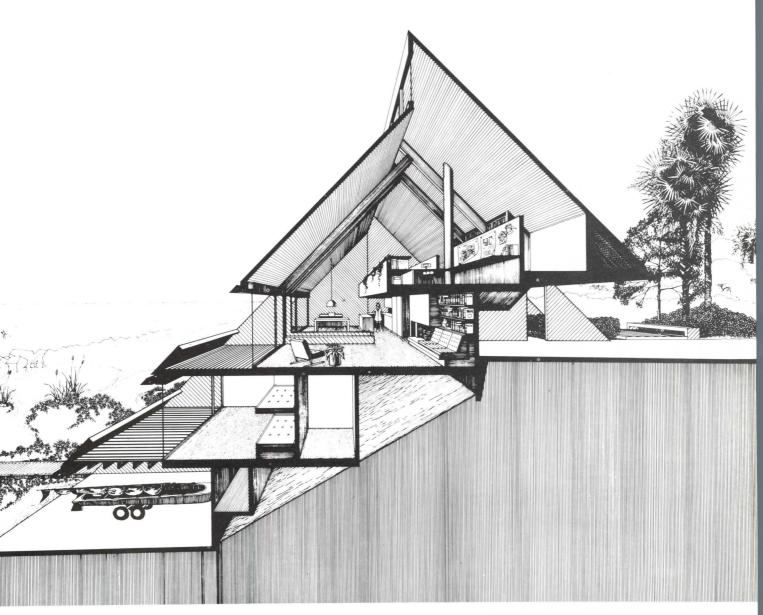
Well handled entries.

Well handled and very excellent detailed interiors.

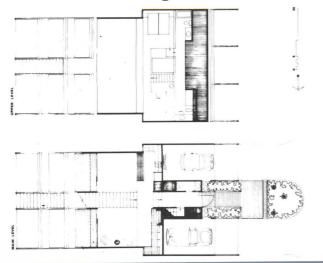
Strong, direct and simple.

PHOTO: ALEXANDRE GEORGES





Morgan Residence/Atlantic Beach William Morgan, AIA/Architect



Strong geometric forms.

Excellent relation of building form to site.

Great structural order.

Excellent use of simple materials.

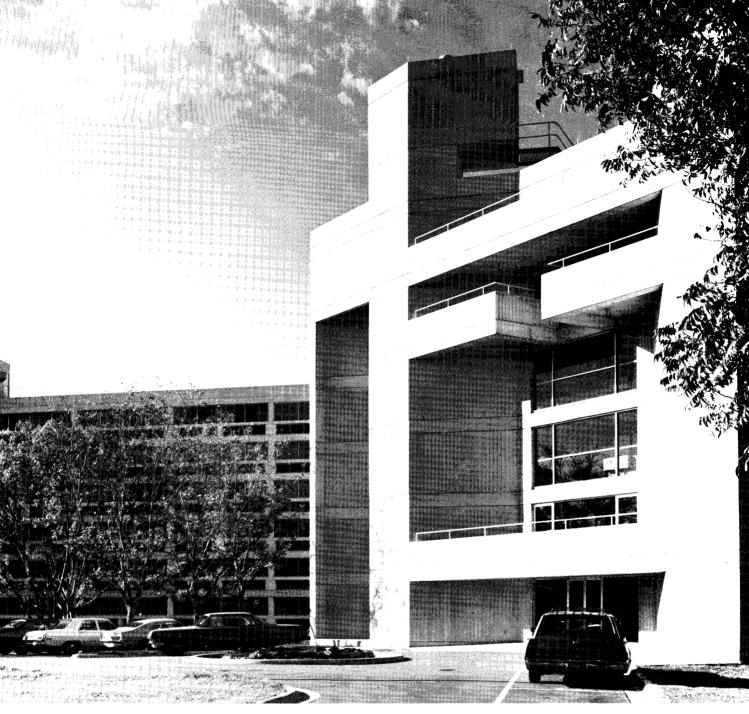
Symmetry without being forced

Symmetry without being forced.

Exciting dramatic interior spaces

with each having a commanding view of the beach and ocean.





Excellent solution under the restraints of Hud 236 program. Exterior detailing excellent. Scale relates well to neighborhood. Jury applauded the division of the building into three smaller more human scaled elements. Questioned suitability of type of lounge furnishings as related to the elderly.

Jury would liked to have seen the

interiors of living units.



Florida Christian Home Apartments Jacksonville Freedman/Clements/Rumpel Architect

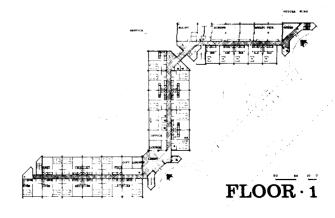
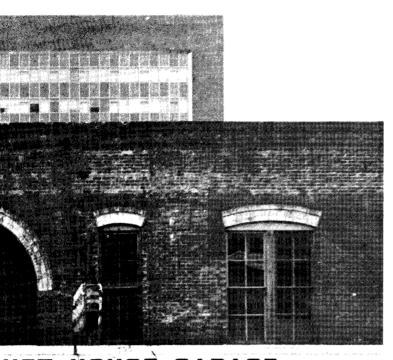
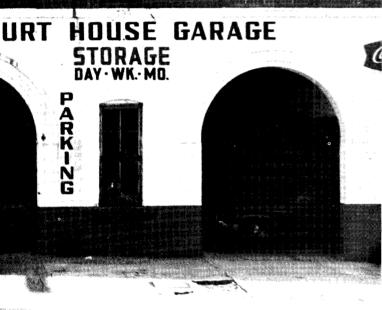
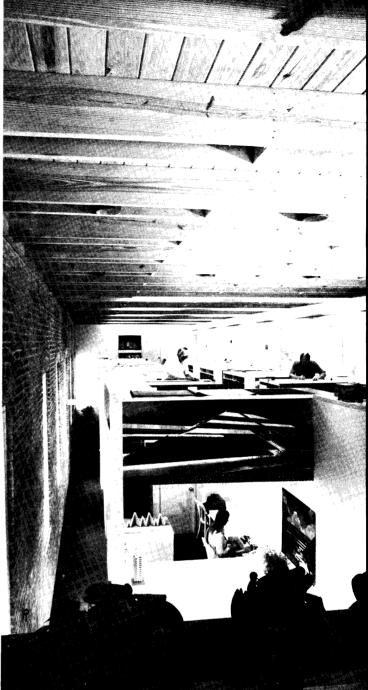


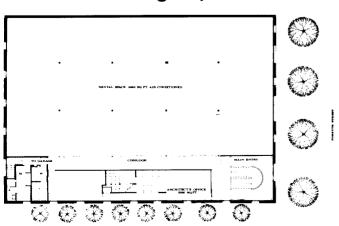
PHOTO: JOHN E. ROPP





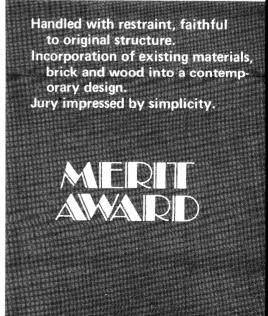


Professional Offices/Jacksonville William Morgan, AIA/Architect



MAIN FLOOR

PHOTO: RONALD THOMAS





Pristine, bold geometric form. Interplay of solid, void, light and shadow.

Good spatial relationships. Bold concept expression.

Jury liked attached outhouse form on second floor, found it suitable and functional.

Jury questioned exterior material. The similarity between masonry, concrete and/or stucco.

Form indicates material other than wood.

Weathering and maintenance questioned.

Engle Residence/Boxborough, Mass. Robert Whitton, AIA/Architect

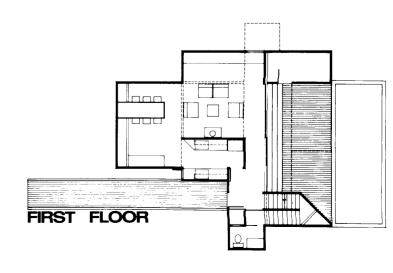
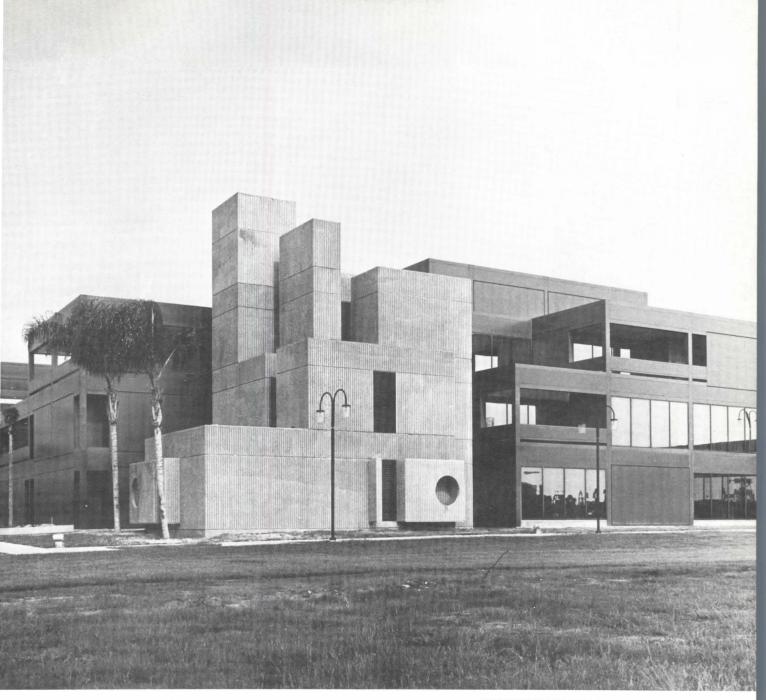
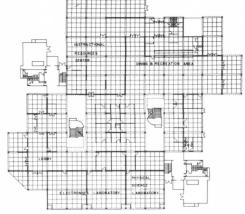


PHOTO: EZRA STOLLER



Dale Mabry Campus Hillsborough Community College Robert Wielage, AIA & John J. McKenna, AIA/Architects



Highly flexible solution to a changing program.

Good modular control in planning and resulting forms.

Good expansion capabilities.

Reason for concrete forms is not clear and questionable.

Jury regretted lack of contracting forms from metal to concrete elements.

The interior stairs, form and materials are questionable and inconsistant.

MERIT



Forms relate well to site. Forms and materials relate well to beach.

Minimum use of materials for maximum unity.

Low maintenance.
A free and easy fun house.



Weld Beach House/Sarasota Carl Abbott/Zoller-Abbott Architects

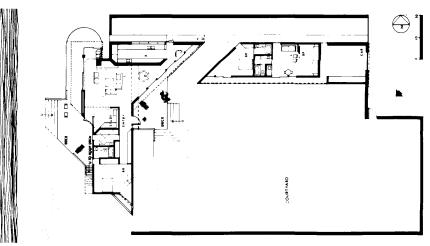
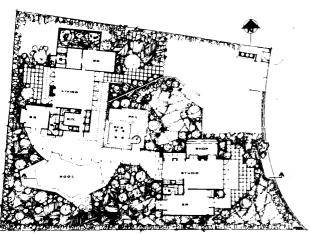


PHOTO: WADE SWICORD





alter Goodman Residence/Miami harles Harrison Pawley, AIA/Architect



ELOOR PLAN

Total site, building, landscape well unified.

Good solution of working within the original forms.

Questioned expense of total remodel solution.

Jury thought too busy in exterior detail.

Jury regrets that tree house is not complete.

HONORABLE
MENTION

PHOTO: WRAY STUDIO





A very successful remodeling project with use of few materials, resulting in strong unified exterior and interiors. Excellent interior — all well unified. Abundant use of curve linear forms seem somewhat arbitrary. Jury unsure of what was old and new.

HONORABLE MENTION

Barnett Bank of Ocala/Ocala Hal T. Reid, AIA/Architect

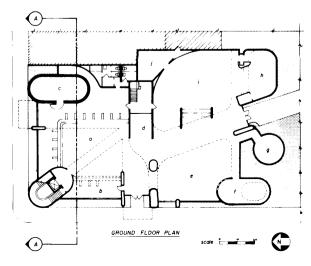
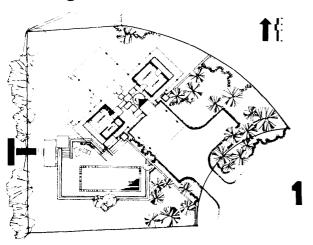


PHOTO: ALEXANDRE GEORGES



Gibbs Residence/Key Biscayne George F. Reed, AIA/Architect



Good tropical feeling in forms and materials.
Well suited for its environment.
Rustic elegance.
Will weather well.
Comfortable and warm.
Jury liked lookout tower.
Jury questioned relationship of 45 degree angled pool to main structure and site.

HONORABLE MENTION

The list of Architects registered by county in Florida published in the July/August issue should have the following corrections made:

| HILLSBOROUGH | 104 |
|--------------|-----|
| HOLMES | 0 |
| JACKSON | 3 |
| LAFAYETTE | 0 |
| OKALOOSA | 0 |
| POLK | 25 |

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